

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of the claims in the application:

**Listing of Claims:**

1. (Currently Amended) In an interactive television (TV) environment, a method for selectively providing ~~authorized~~ personalized interactive TV content comprising:

associating a ~~first authorization key or~~ first personalization data with a respective ~~second authorization key or~~ second personalization data;

broadcasting the interactive TV content via a broadcast stream, wherein at least some of the interactive TV content is tagged content, the tagged content being marked by a tag comprising the ~~first authorization key or~~ first personalization data, and wherein the tagged content is ~~authorized~~ personalized for display only by one or more receivers provided with the respective ~~second authorization key or~~ second personalization data;

wherein the ~~second authorization key or~~ second personalization data are selectively broadcast to the one or more receivers via the broadcast stream such that at least some of the one or more receivers ~~are authorized to~~ selectively output or make use of the tagged content based on the ~~second authorization key or~~ second personalization data.

2. (Cancelled)

3. (Currently Amended) The method of claim 1, further comprising:

selectively broadcasting the ~~second authorization key or~~ second personalization data to the one or more receivers or to one or more network system nodes.

4. (Currently Amended) The method of claim 3, further comprising:

checking the tag comprising the ~~first authorization key~~ or first personalization data with the ~~second authorization key~~ or second personalization data selectively broadcast to the one or more receivers or the one or more network system nodes, the checking performed by the one or more receivers via use of a remote control or directly at the one or more network system nodes using a console application.

5. (Currently Amended) The method of claim 4, further comprising:

displaying the interactive TV content when the checking reveals a match between ~~the first authorization key~~ or the first personalization data comprising the tag and the ~~second authorization key~~ or second personalization data selectively broadcast to the one or more receivers or the one or more network system nodes.

6. (Currently Amended) An interactive television (TV) system comprising:

a ~~key~~/personalization system distribution server to associate a ~~first authorization key~~ or first personalization data with a respective ~~second authorization key~~ or second personalization data;

a tagging module to receive the ~~first authorization key~~ or first personalization data from the ~~key~~/personalization system distribution server and to tag interactive TV content with said ~~first authorization key~~ or first personalization data;

a broadcasting unit to broadcast tagged interactive TV content to one or more receivers via a broadcast stream, wherein the tagged interactive TV content is ~~authorized~~ personalized for display only by those of the one or more receivers selectively provided, via a broadcast system, with said ~~second authorization key~~ or second personalization data such that at least some of the one or more receivers ~~are authorized to~~ selectively output at least some of the interactive TV content based on the second authorization key or second personalization data.

7. (Cancelled)

8. (Currently Amended) The system of claim 6, further comprising:

a distribution system to selectively provide the ~~second authorization key or second~~ personalization data to the at least some of the one or more receivers or to one or more network system nodes.

9. (Currently Amended) The system of claim 8, further comprising:

a filtering module disposed within the one or more network system nodes or within the one or more receivers to check interactive TV content tags having the ~~first authorization key or first~~ personalization data for a match with the ~~second authorization key or second~~ personalization data selectively provided to the at least some of the one or more receivers or the one or more network system nodes.

10. (Currently Amended) The system of claim 9, wherein the filtering module allows tagged interactive TV content to be displayed or passed along to a next network system node when the filtering module finds a match between tags having the ~~first authorization key or first~~ personalization data and the ~~second authorization key or second~~ personalization data selectively provided to the at least some of the one or more receivers or the one or more network system nodes.

11. (Currently Amended) A receiver comprising:

a decoding unit to receive a broadcast stream with interactive TV content, wherein at least some of the interactive TV content is tagged content, the tagged content being marked by tags having a ~~first authorization key or first~~ personalization data, and to output selectively the tagged content for display; and

~~an authorization key and a~~ personalization filtering module to check if a ~~second authorization key or second~~ personalization data selectively broadcast to the receiver via the broadcast system match the tags having the ~~first authorization key or first~~ personalization data, and, if a match exists, to allow the decoding unit to output the tagged content for display.

12. (Cancelled)

13. (Currently Amended) A tangible machine-readable medium storing instructions, which instructions, if executed by a processor, causes the processor to perform an operation comprising:

- creating a tagged content by tagging interactive TV content with a ~~first authorization key~~ or first personalization data; and
- selectively broadcasting via a broadcast system a ~~second authorization key~~ or second personalization data to one or more receivers; and
- broadcasting the tagged content to a plurality of receivers including the one or more receivers via a broadcast stream such that at least one of the plurality of receivers is ~~authorized to output~~ selectively the tagged content based on matching the ~~first authorization key~~ or first personalization data with the ~~second authorization key~~ or second personalization data.

14. (Cancelled)

15. (Currently Amended) A tangible machine-readable medium storing instructions, which instructions, if executed by a processor, cause the processor to perform an operation comprising:

- checking ~~first authorization key~~ or first personalization data associated with interactive TV content transmitted via a broadcast stream with a ~~second authorization key~~ or second personalization data selectively broadcast to one or more receivers via a broadcast system; and
- displaying the interactive TV content if the ~~first authorization key~~ or first personalization data match with the ~~second authorization key~~ or second personalization data selectively broadcast to the one or more receivers.

16. (Currently Amended) In an interactive television environment, a personalization ~~and authorization~~ platform architecture comprising:

- a personalization server to receive a television (TV) broadcast, to include interactive content with the TV broadcast in a broadcast stream, and to create tagged content, the tagged content being marked by tags having a ~~first authorization key~~ and/or first personalization data; and
- a ~~key~~ and personalization distribution system to provide the ~~authorization key~~ and/or first personalization data to the personalization server, and to selectively broadcast, via a broadcast system, a ~~second authorization key~~ and/or second personalization data to one or more receivers.

17. (Currently Amended) The personalization ~~and authorization~~ platform architecture of claim 16, wherein the one or more receivers are configured to receive the TV broadcast with the tagged content, and to determine if the tags having the ~~first authorization key and/or~~ first personalization data match the ~~second authorization key and/or~~ second personalization data.

18. (Currently Amended) The personalization ~~and authorization~~ platform architecture of claim 16, wherein the one or more receivers are configured to output the interactive content if the tags having the ~~first authorization key and/or~~ first personalization data match the ~~second authorization key and/or~~ second personalization data.

19. (Currently Amended) The personalization ~~and authorization~~ platform architecture of claim 16, wherein a broadcaster or network ~~operation~~ operator determine which TV broadcast can include interactive content.

20. (Currently Amended) The personalization ~~and authorization~~ platform architecture of claim 19, wherein the broadcaster or network operator determine which ~~authorization keys and/or~~ personalization data to use to tag the interactive content.